What is Information Design?

- Information/data by itself can be useless if people cannot use it with some level of efficiency and effectiveness

- Information design is about taking a barrage of data and delivering a truthful visual synopsis

- This endless stream of data is an unparsed spreadsheet of the FAA's tracking data on every flight in the U.S.

- Force it through the right visual sleeve, and patterns emerge.
- This visual representation reveals certain truthful patterns which can be disseminated quickly by regular people.
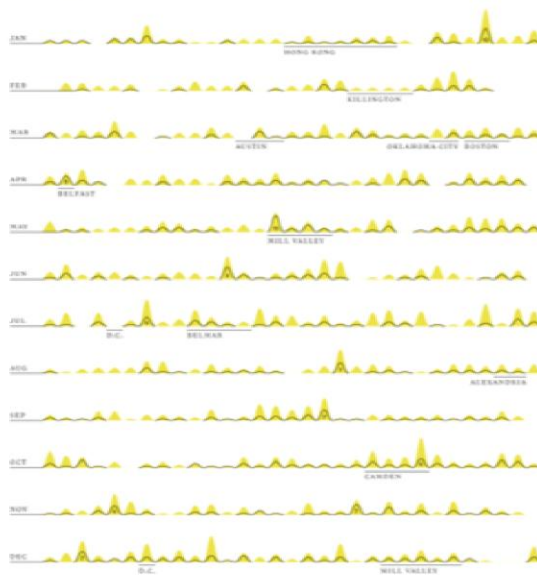

A Visual Anecdote

- Meet Nicholas Felton:
- Designer with specialty in information graphics
- Published in the Wall Street Journal, Wired, Creative Review, many others
- Contributing author of Data Flow series, and other books

Author of several personal annual reports that collate countless measurements into rich assortment of graphs and maps
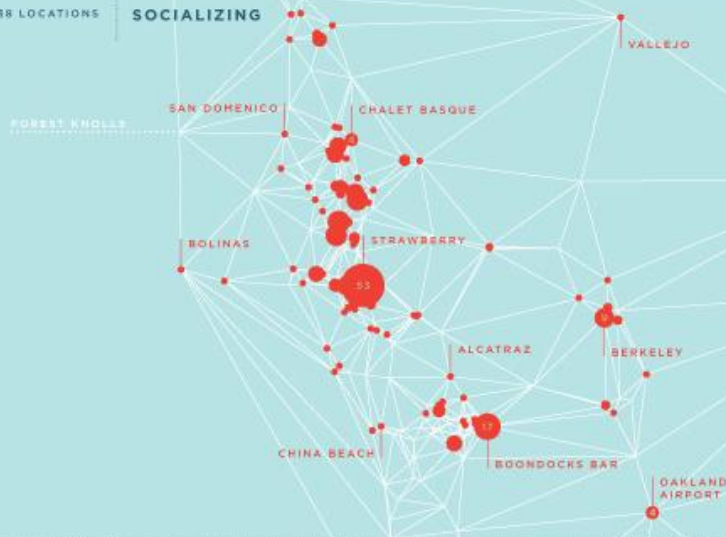
Nicholas' friends and family were asked to report on his activities. Many pages of his 2009 annual report depicted this data, providing a visual story.

THE 21ST CENTURY

BOOKS

138 LOCATIONS

SOCIALIZING

536 BOOKS

DATE PUBLISHED

VALLEJO

SAN DOMENICO   CHALET BASQUE

FOREST KNOLLS

BOLINAS   STRAWBERRY

53

ALCATRAZ   BERKELEY

CHINA BEACH   BOONDOCKS BAR

OAKLAND
AIRPORT

FICTION

NON-FICTION   REFERENCE

1840   1870   1900   1930   1960   1990

JAN 5, 2001
71 YEARS,
6 MONTHS
AND 1 DAY

ENTERTAINMENT

123 MOVIES	
45 MUSIC	
38 LECTURES	
29 DANCES	
29 POKER	
22 PLAYS	
19 TELEVISION	
8 SLIDE SHOWS	
5 ACROBATS	
3 MIMES	
1	

PERSON SEEN
THE MOST

MARINA
117 TIMES

BLACK
PANTHERS
MET

ONE
BOBBY SEALE

WALKS
RECORDED

THIRTY-FIVE
AND 1 HIKE

MOST
WATCHED
TV SHOW

THE OSCARS
8 TIMES

LAST DAY

SEP 12, 2010
81 YEARS, 2 MONTHS
AND 8 DAYS OLD

2009-2010
GOLDEN GATE

14 VISITS

BOOKS

561
SPANNING 161 YEARS

MOST
REPRESENTED
AUTHOR

MARTIN GILBERT
5 BOOKS

TYPES OF
BOOKS

88 TRAVEL	
77 HISTORY	
42 MACHINES	
37 GEOGRAPHY	
33 ENCYCLOPEDIA	
26 RELIGION	
23 HEALTH	
23 NOVEL	
22 SCIENCE	
17 HOW-TO	

BIOGRAPHIES

FROM
ARMSTRONG

MEDIAN
PUBLISHING
DATE

1983
11 BOOKS

REGION
WITH MOST
TRAVEL BOOKS

RUSSIA
6 BOOKS

TRAVEL
BOOKS FOR
UNVISITED
PLACES

SIX
AUSTRALIA, ICELAND, GREENLAND,
IRAN, PAKISTAN AND VENEZUELA

COOKBOOKS

FIVE

WAR-RELATED
BOOKS

51
35 BOOKS
ABOUT
WORLD WAR 2

ELEVATOR
BOOKS

TWELVE
1941-1991

HOW-TO
TOPICS

FOURTEEN
BICYCLES, CLEANING, CROSS
COUNTRY SKIING, DOING
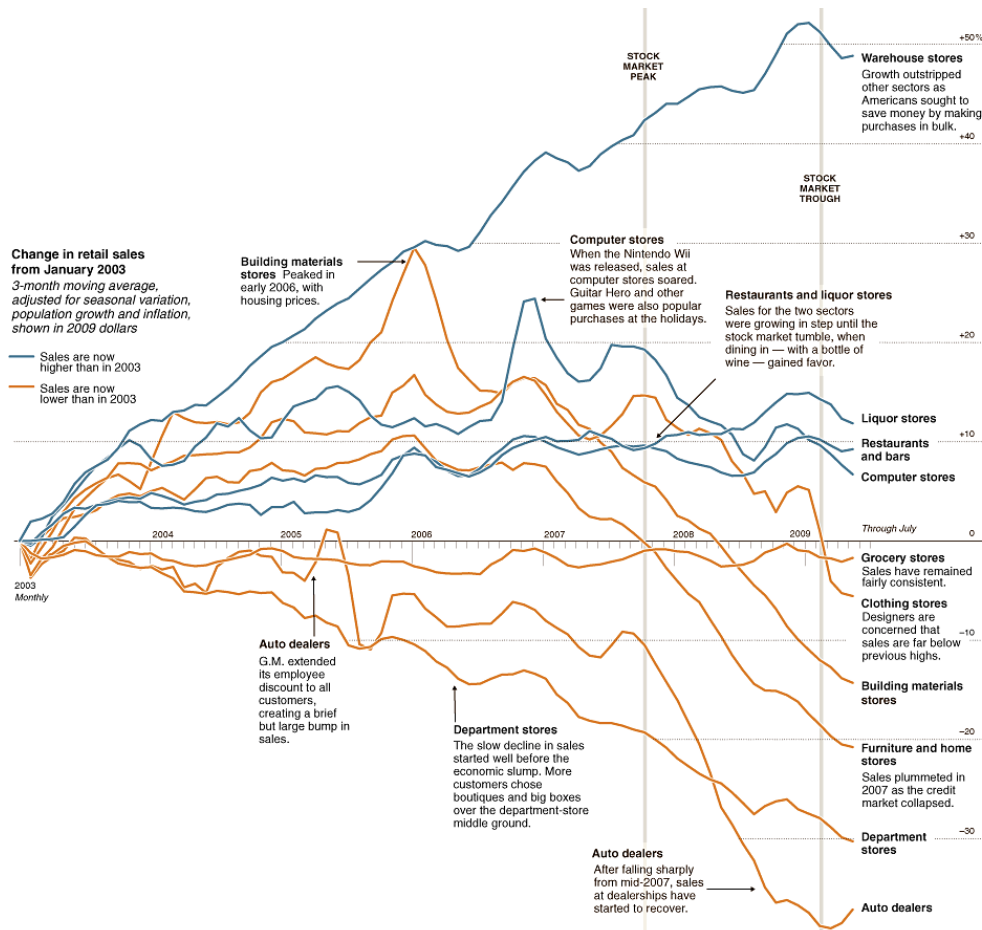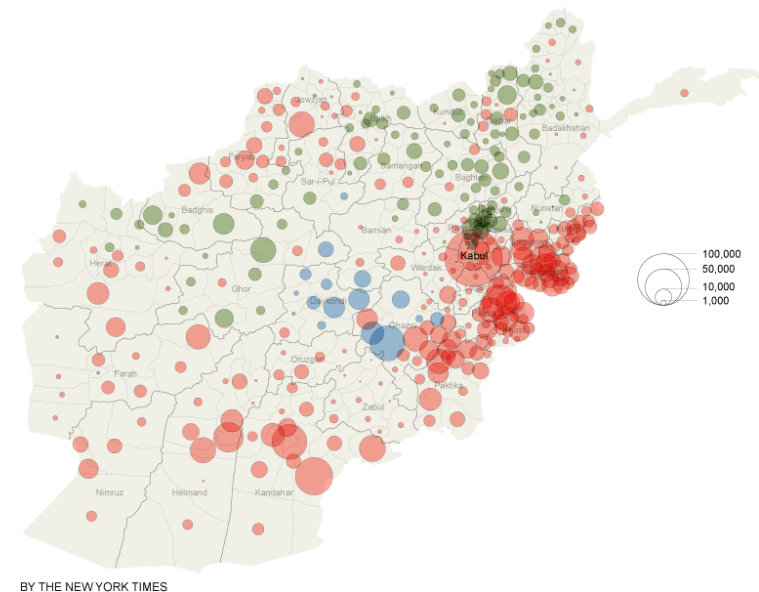EVERYTHING RIGHT, HANDICRAFT,
HOME REPAIR, PEST CONTROL,

The New York Times

Detroit 20.6%

Minneapolis-St. Paul 17.1%

Cleveland 21.6%

Green Bay 12.8%

Seattle 3.6%

Barnstable 16.4%

Burlington 8.3%

Portland-Vancouver 5.1%

Great Falls 5.3%

Stockton-Lodi 21.0%

Merced 21.3%

Sacramento 17.2%

Boise 5.2%

Billings 3.6%

Des Moines 12.7%

New York-Northern New Jersey-Long Island 11.6%

Rapid City 7.9%

Casper 4.1%

Reno 9.5%

Washington 10.6%

Las Vegas 11.2%

Denver 11.7%

St. Louis 11.3%

Riverside-San Bernardino 14.9%

San Diego 13.0%

Flagstaff 4.5%

Pueblo 10.6%

Tulsa 8.5%

Memphis 7.2%

Atlanta 9.1%

Santa Fe 5.9%

Charleston 6.7%

Phoenix-Mesa 8.8%

Albuquerque 5.1%

Jackson 11.2%

Highest rate of subprime foreclosures:
Fort Myers-Cape Coral 24.1%

Tucson 6.3%

Dallas 6.1%

Las Cruces 5.8%

METRICS

HANNAH FAIRFIELD

In the Shadow Of Foreclosures

New Orleans 6.1%

Naples 19.3%

Houston 5.6%

Tampa-St. Petersburg 11.9%

Miami 11.7%

Height shows **subprime mortgage foreclosures** as a percentage of all subprime mortgages in metropolitan areas
December 2007

Color shows **subprime mortgages** as a percentage of all mortgages
December 2007

9%   12   15

- Shoppers' Shifting Priorities,

- Maps of Afganistan's 2009 Presidential Election

BY THE NEW YORK TIMES

New York Times Infographics

- Best known for its journalistic writing, also innovators with well-designed infographics conveying complex stories

- Plotting hunger and obesity in the world

- Smart Data Visualizations reveal multi-dimensional content and summarize complex stories truthfully.
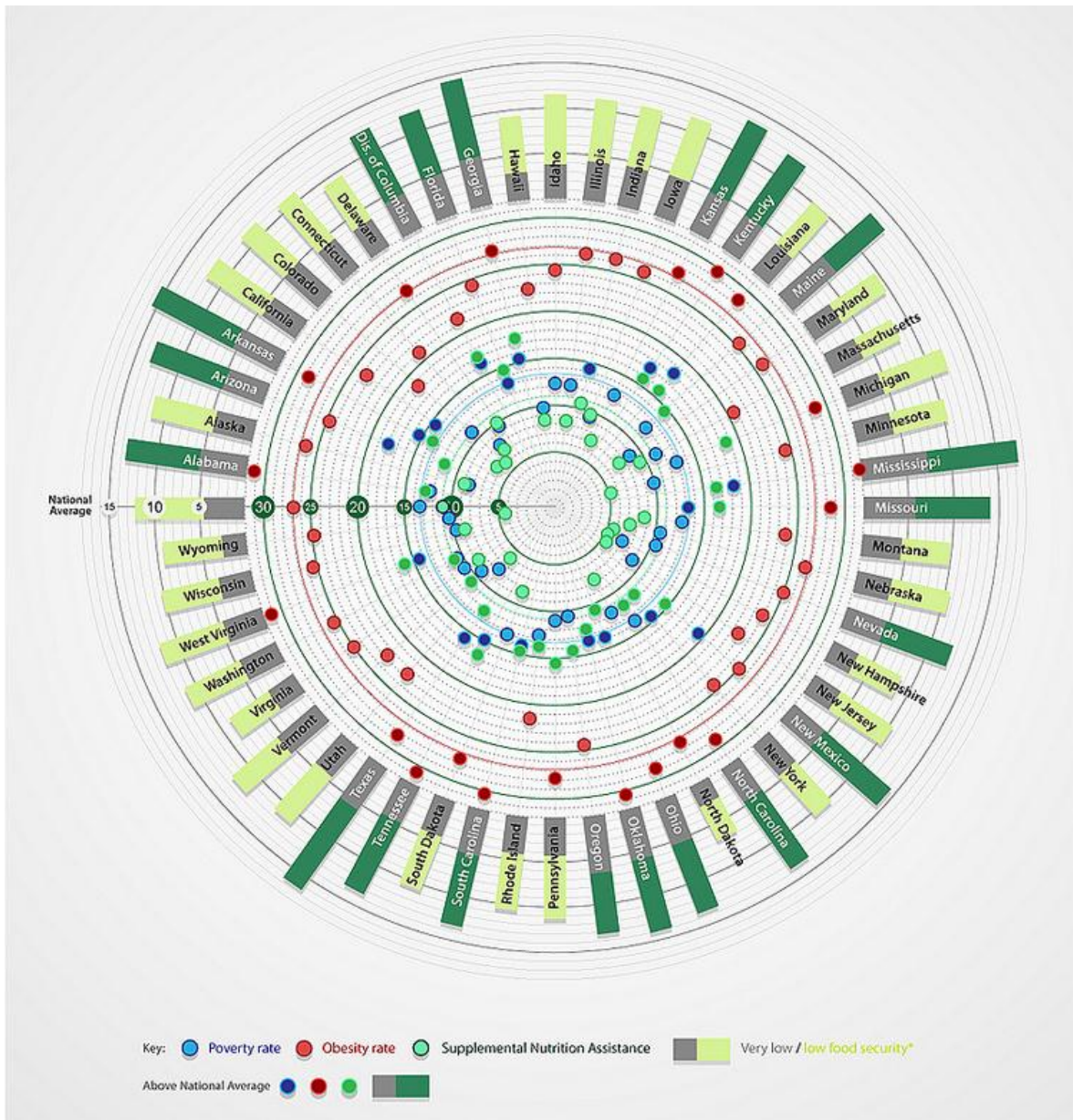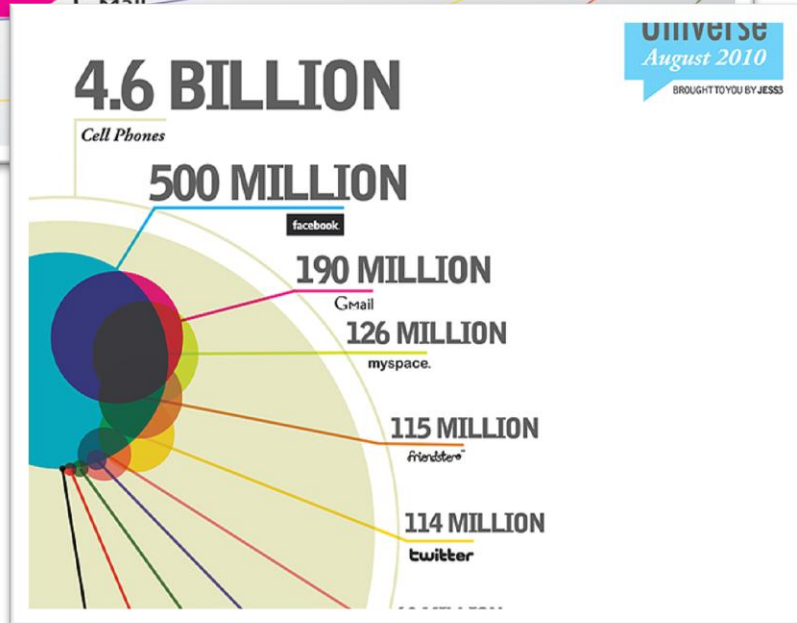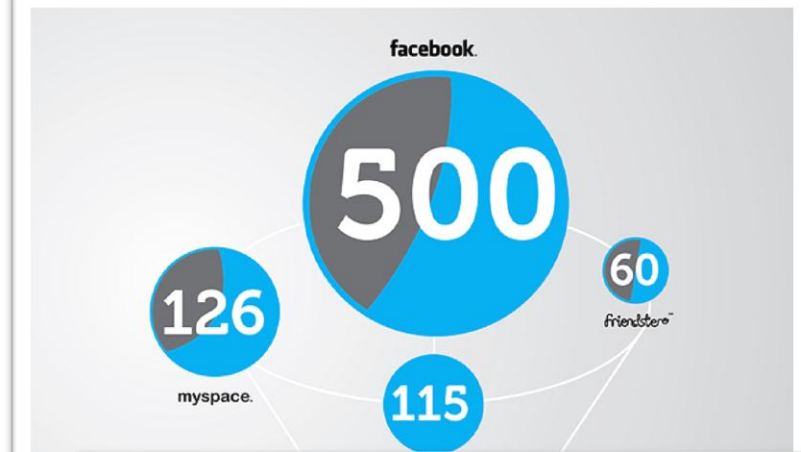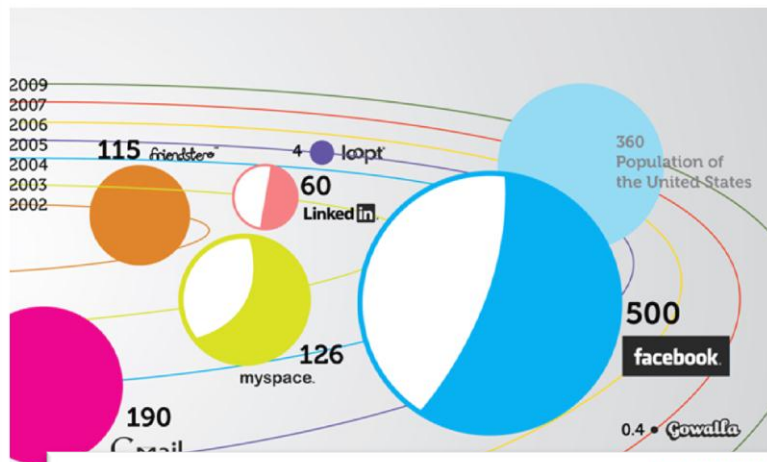
Experimentation with different ways to view the same data:
Design choices can create intrinsic value or create emotional connections

Microsoft's Public Sector team is developing dashboards for Health and Human Services case workers to better understand families under their care.

What is the future of Data Visualization?

Technology and exponentially increasing data are driving digital visualizations

- Geo-spacial driven graphics
- Dynamic live data
- Interactive visualization with Link Analysis
- Social Media & Web-Based Tools

- Social network of suspected terrorist demographic data provided by the Dept of Homeland Security
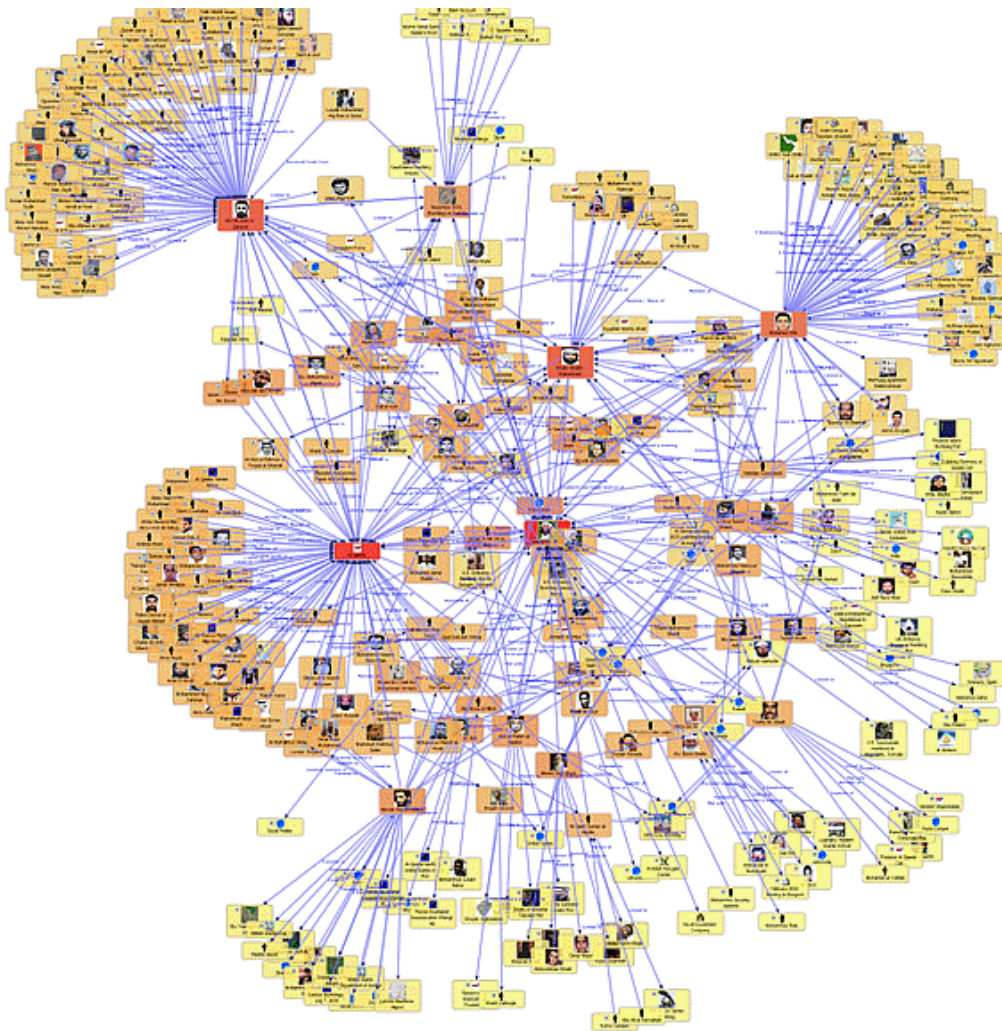
Link analysis software can instantly map social network analysis values to graphics. Clicking between links offers real-time updates and navigation.

Programmatic Graphic of Facebook Connections from Dec, 2010

- New technology is being saturated by designers who strive to bring data to life
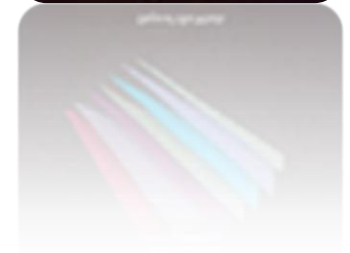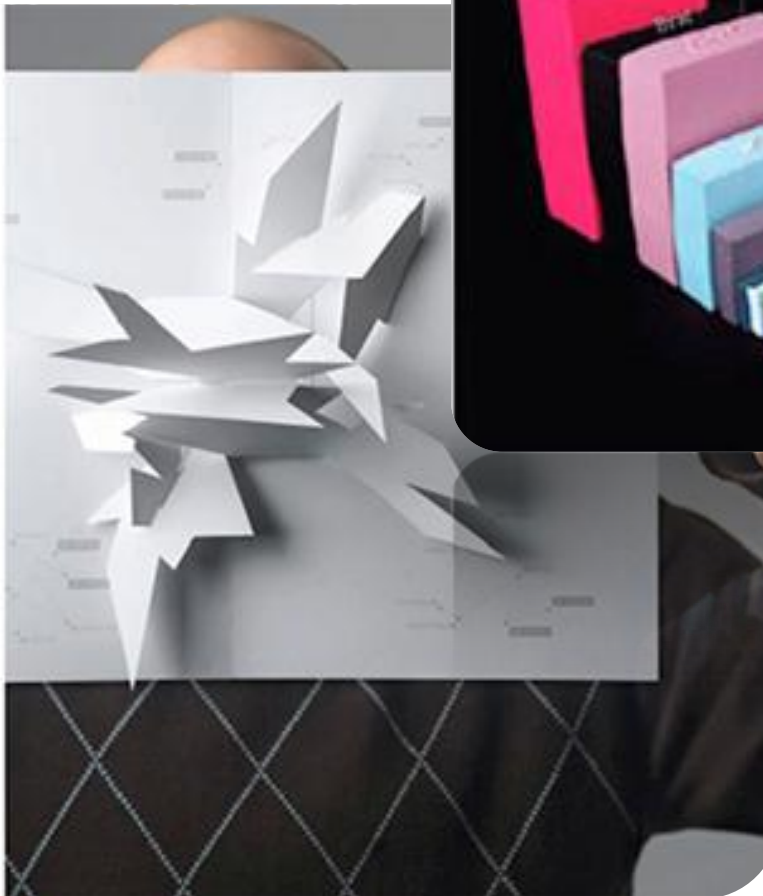
How is this relevant to the Census Bureau?

- Example of Census publication data using existing visual data technology and disseminating it through the public website

Median U.S. Household Income by state, and number of people in household

Information gathered from existing site, downloaded as Excel spreadsheet

	Estimate	Margin of Error (+/-)
Alabama		
Total:	50,779	659
2-person families	46,143	975
3-person families	51,613	1,688
4-person families	62,983	2,057
5-person families	57,904	3,753
6-person families	51,011	3,433
7-or-more-person families	44,169	8,680
Average	52,086	3035
Alaska		
Total:	79,934	2,485
2-person families	74,242	2,718
3-person families	80,133	4,035
4-person families	84,577	5,284
5-person families	83,941	4,709
6-person families	90,151	7,145
7-or-more-person families	75,571	8,970
Average	81,221	5,049
Arizona		
Total:	57,855	675
2-person families	54,510	786
3-person families	58,696	1,813
4-person families	66,030	1,492
5-person families	57,193	3,845
6-person families	59,921	5,585
7-or-more-person families	55,893	5,704
Average	58,585	2,843
Arkansas		
Total:	46,868	846
2-person families	43,370	996
3-person families	48,799	2,109
4-person families	53,523	2,047
5-person families	50,470	4,242
6-person families	49,553	4,463
7-or-more-person families	43,538	7,186
Average	48,017	3,127

	Estimate	Margin of Error (+/-)
California		
Total:	67,038	377
2-person families	61,954	464
3-person families	67,562	1,061
4-person families	77,596	937
5-person families	66,106	1,015
6-person families	63,109	1,613
7-or-more-person families	70,741	1,987
Average	67,729	1,065
Colorado		
Total:	68,943	836
2-person families	63,635	1,083
3-person families	69,717	2,044
4-person families	82,621	2,339
5-person families	72,673	2,897
6-person families	66,580	5,783
7-or-more-person families	63,827	9,585
Average	69,714	3,510
Connecticut		
Total:	83,069	1,215
2-person families	70,800	1,352
3-person families	82,305	2,740
4-person families	101,647	2,642
5-person families	100,989	3,951
6-person families	103,804	7,315
7-or-more-person families	105,588	6,762
Average	92,600	3,711
Delaware		
Total:	67,582	2,170
2-person families	61,424	2,027
3-person families	67,412	3,908
4-person families	83,928	7,758
5-person families	73,851	12,319
6-person families	70,269	19,968
7-or-more-person families	78,579	8,391
Average	71,864	8,077
District of Columbia		
Total:	71,208	3,818

2007 Economic Census

You are here: Census.gov › Business & Industry › 2007 Economic Census

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2007 Economic Census
2002 Economic Census

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OVERVIEW

- The economic census profiles U.S. national and local economies every 5 years. Learn More »
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- See what's available by industry or State.
- Find out how to get data.
- Read more about important data revisions.
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- Preview the 2012 Economic Census.

Want to be notified when your data are available? Learn More »

KEY DATES

DATA FOR ...	WILL BE PUBLISHED ...
Nation, states, counties, places and metropolitan areas	Releasing Now! Get Data »
Survey of Business Owners	Releasing Now! Get Data »
American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and Virgin Islands	Now Available! Get Data »

See the data release schedule for more information.

NOTIFY ME!
E-mail me when data for my state come out

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3:32
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FINDING BUSINESS DATA USING AMERICAN FACTFINDER
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Current Economic Census Page from clicking "Economic Census" on homepage
Links allow users to download Excel spreadsheets of census data.

Modified Economic Census page, using informative web graphics to better explain the data provided

Thank You

Questions?

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jeff@boostlabs.com